Project Proposal: Jarurat Care Digital Platform

Product Name: Jarurat Care Plus+

Overview

A complete digital platform called Jarurat Care Plus was created to improve the usability and effectiveness of Jarurat Care's offerings. With the help of this platform, users will be able to access medical resources like medication, therapists, meditation instructors, and more—all in one convenient location. Along with its many features to enhance users' health and well-being, the app will be easy to use and support Jarurat Care's aim of providing comprehensive medical care.

Feature of Application

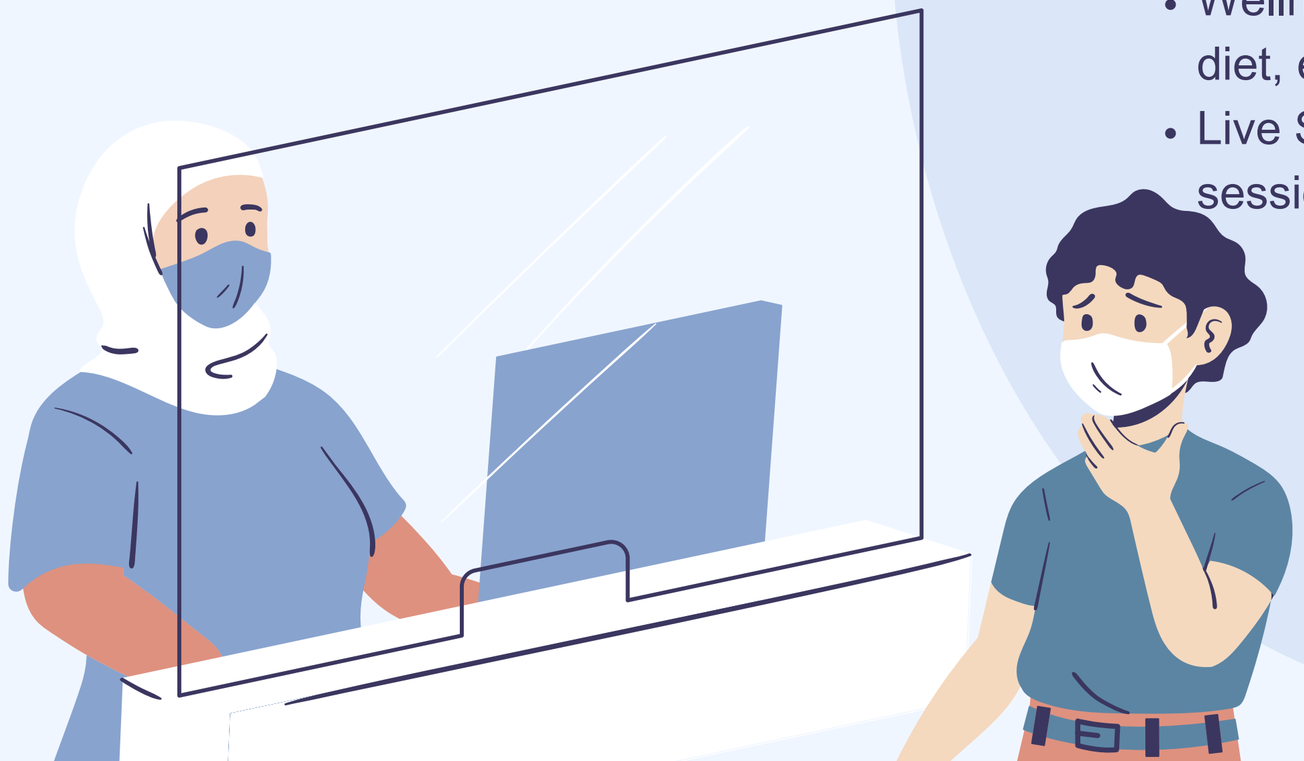
1. Medicine Delivery:

- Online Prescription Upload: Users can upload their prescriptions and place orders for home delivery.
- Medicine Refill Reminders: Automated reminders for refilling prescriptions to ensure continuous medication.
- Pharmacy Locator: Find nearby pharmacies in case of urgent needs.

Feature of Application

2. Meditation and Wellness:

- Meditation Sessions: Access to guided meditation sessions led by certified trainers.
- Wellness Programs: Personalized wellness plans including diet, exercise, and mindfulness practices.
- Live Sessions: Scheduled live meditation and wellness sessions with trainers.



Feature of Application

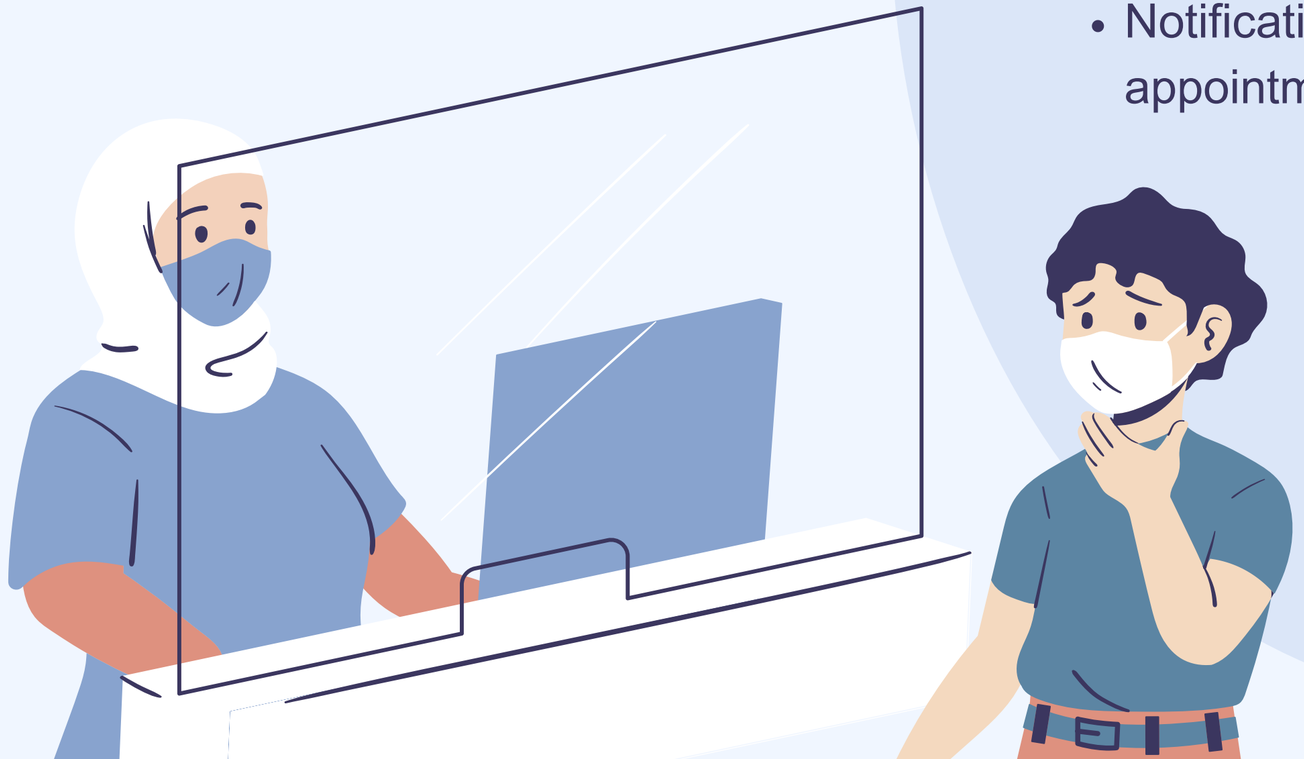
3. Therapist Access:

- Online Consultations: Book and conduct virtual therapy sessions with licensed therapists.
- Mental Health Resources: Access to articles, videos, and self-help resources for mental well-being.
- Therapist Matching: AI-driven matching system to connect users with the most suitable therapists based on their needs.

Feature of Application

4. User Engagement:

- Community Forum: A space for users to share experiences, support each other, and engage in discussions.
- Health Tracking: Track health metrics such as medication adherence, session participation, and wellness progress.
- Notifications and Reminders: Customizable alerts for appointments, medication, and wellness activities.



Target Audience and User Personas

Patients needing regular medication for better recovery & immunity.

Individuals seeking mental health support to become mentally strong.

People interested in meditation and wellness practices creates more awareness.

Caregivers managing the health of their loved ones.

User Personas:

Persona 1: Rajesh Kumar

- Age: 55
- Occupation: Retired
- Needs: Regular medication for diabetes, access to meditation sessions for stress relief, virtual consultations with therapists for mental well-being.

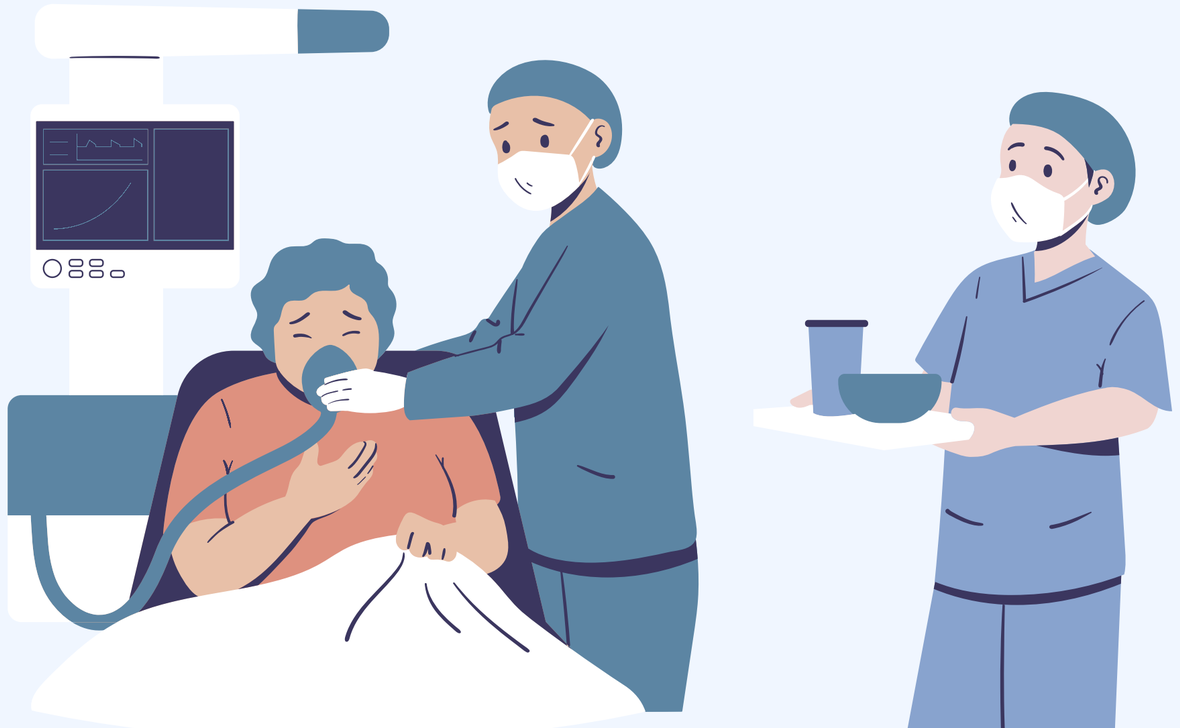
- Goals: Maintain health and wellness, manage chronic condition, reduce stress levels.

User Personas:

Persona 2: Anjali Sharma

- Age: 35
- Occupation: IT Professional
- Needs: Access to mental health resources, meditation sessions for mindfulness, convenience of online consultations.

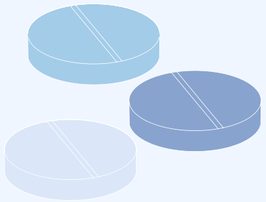
- Goals: Improve mental health, integrate wellness practices into a busy schedule.



Roadmap for Development and Launch

Phase 1: Research and Planning (Month 1-2)

- Conduct market research and user surveys to refine features.
- Define technical requirements and project scope.
- Assemble the development team and assign roles.



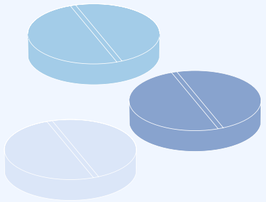
Explaining the concept

Conduct market research and user surveys to refine features. Define technical requirements and project scope. Assemble the development team and assign roles.

Roadmap for Development and Launch

Phase 2: Design and Prototyping (Month 3-4)

- Create wireframes and UI/UX designs.
- Develop prototypes for user testing.
- Collect feedback and iterate on designs.



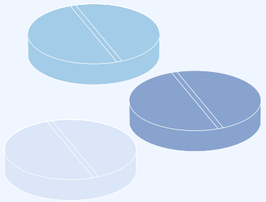
Explaining the concept

Make wireframes and UI/UX designs.
Work on user testing prototypes.
Gather input and refine designs.

Roadmap for Development and Launch

Phase 3: Development (Month 5-8)

- Develop the backend and frontend of the platform.
- Integrate key features such as medicine delivery, meditation sessions, and therapist access.
- Conduct internal testing and quality assurance.



Explaining the concept

Create the platform's front end and back end.
Include essential elements like access to therapists, meditation sessions, and medication administration.
Carry out quality control and internal testing.

Roadmap for Development and Launch

Phase 4: Beta Testing (Month 9-10)

- Launch a beta version to a select group of users.
- Collect feedback and identify bugs or areas for improvement.
- Implement necessary changes based on feedback.

Phase 5: Launch and Marketing (Month 11-12)

Strategt 01

Develop a marketing strategy and promotional materials.

Strategt 02

Officially launch the platform.

Strategt 03

Monitor user adoption and performance metrics.

Key Performance Indicators (KPIs)

User Engagement:

- Number of active users.
- Average session duration.
- User retention rate.

Service Utilization:

- Number of medicine orders placed.
- Participation in meditation and wellness sessions.
- Number of therapy sessions booked.

Health Outcomes:

- Improvement in medication adherence.
- Reported improvements in mental health and well-being.
- Health metric tracking and progress reports.

Conclusion

The proposal presents a well-defined outlook for Jarurat Care Plus, emphasizing the improvement of service delivery, augmentation of user involvement, and alignment with the objective of Jarurat Care, which is to offer complete medical care.

By developing this digital platform, Jarurat Care will significantly enhance its ability to provide timely, efficient, and comprehensive healthcare services, ultimately improving the well-being of its users.

Thank you for your attention

Saurabh Kumar Verma
saurabhkumarverma025@gmail.com